

ONTARIO  
'B'  
DISTRICT

# Ballyhoo

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1955

## CONGRATULATIONS BALLYHOO S.O.S. - JANUARY WINNERS

It's always nice to congratulate winners, especially when they put up the kind of a fight that this gang does ... It was nip and tuck to the very last moment ... and I guess the guys who took that extra nip are going to tuck away our prizes this month ... Corny, what? ... Congratulations guys, thanks for a terrific job of Showmanship ... your prizes will be along in a few days' time. And now ... here they are ... our January winners.

### GROUP "A"

- |                  |              |
|------------------|--------------|
| <u>1ST PRIZE</u> | - Art Cauley |
| <u>2ND PRIZE</u> | - Mel Jolley |

### GROUP "B"

- |                  |                     |
|------------------|---------------------|
| <u>1ST PRIZE</u> | - George Forhan Jr. |
| <u>2ND PRIZE</u> | - Paul Turnbull     |

In our first group there is only a slight change ... Mel and Art's standings are reversed ... with Mel being nosed out at the very last moment by Art's terrific pre-opening campaign on SEVEN BRIDES. This gives both Mel and Art two firsts and two seconds each in the first three months of our S.O.S. Our friend from the frozen North ... one Robert "Q" Harvey got a little bit lazy, and wound up trailing by a mere two hundred points ... that'll larn him.

In Group "B" that young fella from Welland, George Forhan Jr. turns the hat trick, with three straight firsts in three months ... the first time that's happened since we began these drives. Isn't anybody going to give this guy at least a little competition? Paul Turnbull is an easy second; thanks to the great job he did in re-opening the old Granada as the New Downtown in Hamilton.

That's the story gang ... in terms of prize-winners. For a complete, up-to-date score-board you'll have to turn a couple of pages. Study your score ... take a deep breath, and let's see if YOU can't come up a winner when the results for February are published. What say?

D.E.K.

## BILLS . . . BILLS . . . BILLS

Some people save stamps ... others collect novelties, momentos of their travels, or just old newspapers around the house ... I have a couple of guys in this district who delight in accumulating bills ... yep, that's what I said ... bills.

They just simply hate to pay their bills ... save them up for months at a time, then issue a cheque in payment of the whole thing ... and brother-r-r ... does that make the lads in our audit department sizzle. One of our boys has been saving all his bills from one local firm for a full year and a half, and then, last week he paid his account ... and Norm Jackson hit the roof. How can he reconcile payment of a year-and-a-half old bill, when there is no way at this time of knowing what it was all about?

Fellows ... please make sure that all bills are paid on time ... and I mean the same week in which they are received. Of course we expect you to check them first, and once you have approved them ... PAY UP. Norm'll love you for it.

.X.X.X.X.X.

We often feel pretty sorry for ourselves, especially when things don't go quite the way we'd like them to. I think the following is worth repeating ... Makes sense.

"I felt sorry for myself, and mad at the world because I had no shoes ... until I met a man who had no feet ..." Think it over ... I'm sure you'll feel better.

.X.X.X.X.X.

## L.D. TELEPHONE CALLS

Some time ago I instituted a simple report, for the listing of all long distance telephone calls each month ... Some of you lads still send it in regularly ... Others have short memories.

This report is a "must" in this district, and I expect copies of it on my desk during the week in which you pay your telephone account. We're not trying to check up on you ... believe me, but I do like to know what is so important at times that it can't be put in a letter. You'd be amazed if I told you what the long distance phone bill for this district is each month. Se-e-o ... be a nice guy and make sure that this report reaches me each month ... will you?

.X.X.X.X.X.

You'll receive details in the mail of a sure-fire promotion scheme designed to bring the kids back to our Saturday matinees ... Study it ... Make your plans ... Let's get going. Let's get the kids back where they belong.

# Ballyhoo

## SPOTLIGHT ON SHOWMANSHIP

You know ... sometimes I feel genuinely sorry for a guy who does a terrific job, week after week, and then, at the last minute is nosed out in the race for top honours. Often, and I stand on my record, I have awarded duplicate prizes where the scores and final standings were close enough to warrant it without leaving me wide open to charges of partiality.

I have no regrets this month ... all of our winners won fair and square, on the basis of consistency and sustained effort. It is a little annoying though, to see a guy like Bob Harvey ... start off with a terrific score of nearly 13,000 points in the first week, and then fizzle right out ... or Bob Nealon, with one entry in five weeks netting him 7700 points. Either one could have been a winner ... BUT ... they weren't.

I'm sorry to see that two more of our Ballyhoopers have fluffed out on their monthly bonus points, thus disqualifying them for the big bonus at the end of the drive ... Don Edwards and Jack Ward. They missed one week each during the month ... and there are no points for near misses. It's kinda nice however, to see that fourteen are still in the race, with an entry every single week since the start of our S.O.S. drive.

We still have three months to go, guys. Three months in which you can very easily make up any ground you may have lost during this month ... There are no cinch winners ... ask Robert "Q" ... he'll tell you, and he should know.

Let's make February a 100% month. It's easy if we all pitch in ... but, it's up to **YOU**.

BALLYHOO S.O.S. SCORE-BOARD

FIVE WEEKS ENDING JANUARY 29TH AND GRAND TOTALS

<u>GROUP "A"</u>	<u>TO DATE</u>	<u>JAN. 1</u>	<u>JAN. 8</u>	<u>JAN. 15</u>	<u>JAN. 22</u>	<u>BONUS</u>	<u>JAN.TOTAL</u>	<u>GRAND TOTAL</u>
Art Canley	55,000	7800	2900	5500	3100	13,100	1000	33,400
Mel Jolley	51,900	4900	4600	5600	4300	3,500	1000	23,900
Bob Harvey	64,800	12600	3400	1700	1700	2,300	1000	23,700
Vern Hudson	21,300	3600	3100	1700	2100	5,300	1000	15,800
Don Edwards	36,300	300	---	300	1300	10,400	---	37,100
Ted Doney	28,000	900	1500	1200	2400	4,100	1000	12,300
Jeff Jeffrey	20,100	2000	1300	600	2200	2,200	1000	11,100
Herb Chappel	18,500	1400	1200	2200	900	1,500	1000	9,300
								29,400
								26,700

GROUP "B"

Geo. Forhen Jr.	36,300	4400	3000	4500	5900	4,400	1000	23,200
Paul Turnbull	16,900	1000	9600	1300	300	5,500	1000	19,300
Len Gouin	25,700	1000	1500	3900	5100	3,000	1000	15,500
Charlie Perrie	29,700	1100	1200	1400	6300	900	1000	11,900
Ed Lansborough	14,100	1400	1500	1800	4300	2,400	1000	11,400
Norm Grey	13,200	300	1600	2600	2800	1,100	1000	9,400
Bob McInern	7,600	---	7700	---	---	---	---	7,700
Olga Sharabure	16,200	600	2100	1200	1100	600	1000	6,900
Jack Bridges	16,100	---	---	5700	300	300	---	25,200
Jack Ward	10,100	2400	900	300	1500	---	---	6,300
								24,400
								14,600

That's our story for January gentlemen ... and I think that the above results, and figures bear me out in what I have been saying all of last month. My comments may be found on another page ... in case you're interested ... (?)

## DRUMBEATS ALONG THE BALLYHOO TRAIL

Before we proceed with a resume of last week's selling activities, I'd like to review again, briefly, our results for January ... and a comparison or two ... plus a few very interesting figures.

During the month a total of 253,800 points were awarded, representing 537 individual items of selling ... Broken down a little farther it shows up as an average of thirty items per theatre ... How do you stack up? Over or under?

Art Cauley led the field with 83 separate units ... Mel Jolley and Bob Harvey each contributed 53, and George Ferhan Jr. didn't do too badly with 48. From there it scales down to a low of 11 ... which ain't good, and suggests a complete disregard for the basic principle of this drive ... CONSISTENCY ... and all I can add is that it's a sure-fire way of reserving a seat in the cellar ... when the final scores are drawn, and winners named.

This contest is far from over, and I repeat ... EVERYBODY still has time to hop on the bandwagon and join the guys who have already assured themselves of a place at our victory luncheon ... but you can't do it by sitting back and hoping ... You've got to do a real selling job on every attraction, every week. Don't concentrate your efforts on A STAR IS BORN, or SHOWBUSINESS, or SEVEN BRIDES. Sure they need selling ... but your bread and butter comes from the others ... the ones that may be just a little bit tougher to put across. Don't overlook the important fact that Public Relations deals also earn you points ... plenty of them. Sell your industry ... promote your company's welfare, and you're selling yourself too.

There are no cinch winners ... Ask Bob Harvey, he'll tell you. Bob started off in the first month with a lead of 17,000 points ... and I could hear the groans from Art Cauley, Mel Jolley and a few others ... BUT ... wha happen? Art and Mel rolled up their sleeves ... Bob made the mistake of turning his head for an instant, and did he ever get a surprise ...? Our current score-board shows Art within one hundred points of Bob's total, and Mel isn't too far behind, even though he's still trailing by roughly twelve thousand points ... and I think it's been conclusively proven that one slip, offset by one extra little spurt can even things up.

So fellows ... take a leaf from Art's book, and Mel's and make up your minds now ... RIGHT NOW ... that if they can do it, you can too. BUT ... remember this ... the only way you can hope to catch up is by a concentration of selling effort during each and every week remaining in our S.O.S. drive.

We have three months left ... our contest ends the end of April ... You're invited to join us at our prize award lunch in Toronto sometime in May ... BUT ... you've got to write your own ticket. Nuff sed.

And now ... shall we proceed with the task in hand? Turn the page please.

#### CAPITOL - NORTH BAY

Well ... Bob's in ... that is for week ending January 29th ... Nothing for this week. I don't know ... just can't make the guy out ... either he shows me under with so much stuff that it takes me days to sort it out ... or ... just nothin' ... Wait'll Hileen hears about this. In the meantime, unless I get something before the end of the week, looks like your bonus for the month is shot ... and that means a loss of 5,000 points at the end of the contest ... Oh well, let's see what I have here ...

For BRIGADOON, Bob arranged good displays in the windows of Nesken and Prested, Bannon Bros. and in the bus terminal ... Radio station cooperated with liberal use of music from the pic on several popular deejay programs, with good theatre credits. Another good display in Lovell's Music Store window.

A good scene on SECRET OF THE INCAS on an off-theatre page in the Nugget. Looks like that's it.

#### CAPITOL - PETERBORO

For his date on 12 O'CLOCK HIGH, Len made up a very attractive clock display which he used in advance on his confection back-bar, then moved out on the street in front of the theatre.

Good window in local sporting goods store, using dozens of model planes as a background for his art and copy.

His next feature was A BULLET IS WAITING ... so Len made up ten oversize bullet-shaped cards which he hung on good locations along George Street, all pointing to his theatre ... One of his ushers paraded around town with a rifle, from which hung a giant bullet with appropriate copy.

A good one column scene appeared in both the Review and Lakefield News. The News also ran two additional two-col. scenes and another single column ... on good pages.

In return for a couple of ducats as prizes in the News' "Hidden Names Contest" Len got himself a five column attraction banner across the bottom of the front page.

#### PALACE - GUELPH

Two good scenes on off-theatre-pages of the Mercury, on each of BLACK DAKOTAS and TRACK OF THE CAT. A story appeared in the Progress edition of the Mercury plugging some of Herb's advance product.

The book match deal with Vorvis' Restaurant continues to roll along ... Herb neglected to mention in previous reports that in addition to handing out the matches with the contest details on it, Vorvis' also publicize the deal on their weekly radio program.

#### CAPITOL - SUDBURY

I see a terrific co-op page in the Sudbury Star on BRIGADOON ... Five local merchants bought space, each mentioning feature and theatre directly in their ads. In addition an excellent two column scene with good story by one of the paper's feature writers.

The Melody Music Store plugged tunes from the pic on their regular daily radio and T.V. programs ... The theatre was dressed in an attractive false front for the engagement ... Good window display in the Maurice Dube Insurance Company's office.

On opening night Jeff had the Kiltie Band from the local Coppercliff Highland Regiment parade to the theatre, up the aisle to the stage, where they rendered several selections ... sat through the show, then performed again before leaving.

When you set your mind to it you can really do a job Jeff ... How about setting your mind to it more often? Huh?

#### REGENT - OSHAWA

Radio station C K L B ran an Irving Berlin appreciation Program, using tunes from the current attraction SHOWBIZ ... with good credits for pic and theatre. Johnson's Men's Wear put in an attractive window ...

I SAW still a daily feature in the Times-Gazette, with good theatre plugs ... Displays at the lunch counter of the Metropolitan store, also in the lobby of the Genesha Hotel.

#### TIVOLI - HAMILTON

For his holdover of STAR IS BORN, Don prevailed on the lads over at C K O C to continue pushing the tunes from the pic with appropriate theatre credits. Still offering ducats as runner-up prizes on the station's daily "News Quiz."

The Hamilton Review devoted a column to A STAR IS BORN. First week's displays continue in Northway's ... Ann Feasters, Bert Rymal's ... Hurst's ... Eaton's and Heintzman's.

#### CAPITOL - GALT

Ed's I SAW appearing daily in the Reporter, with an occasional special boost on one of the out-of-town pages ... C K G R still playing ball, with loads of plugs over the Capitol Showcase, also the Daily Quiz program ... On their "Hi Neighbour" program this week they featured one of the recordings from the Capitol's feature LIVING IT UP, with excellent credits.

Grey Cabs all equipped with rear-window cards during the run ... Good window display in Connie's Music Centre, also displays on the inside counters.

Similar deal with Rouse's Music Store. More next week.

#### CAPITOL - ST. KITTS

Except for the manner in which he sends in his entries, our boy up there in the Garden Spot of Ontario is really starting to cook ... If it weren't for the hit-and-miss pattern, I know that Vern would be right up there with the top two or three. How about it Vernon?

G K T B practically turned their entire facilities over to Vern for his date on DEEP IN MY HEART ... Dave Wilson of the station's staff ran a guessing contest on the music from the pic over his morning deejay program ... His Saturday program, "Heat on Wax" featured the score from the picture ... Jack Dawson featured the music on each of his afternoon programs ... Clarence Colton devoted one of his "Morning Melodies" programs to a Salute to Romberg ... naturally with plenty of good credits.

Caver's Music Store used a press-book mat in their regular display ad in the Standard ... also put in a most attractive window. The Coffee Shop and McKay's Music store also put in good windows. Vern used a good flash front for the occasion. Standee still occupying a place of honour at the entrance to the new supermarket.

Two good off-theatre-page scenes were featured in the Daily. For his date on BAD DAY AT BLACK ROCK, Vern arranged for a good display in the Coffee Shop window ... and continued the contest deal he started a couple of weeks ago with the local branch of New Method Cleaners.

You've got yourself a good start here, Vern ... How about stretching it in the next three weeks to give you a crack at one of the top two spots? Can be you know.

#### ROYAL - GUELPH

I See a good display ad sponsored and paid for by Rutledge's Music store, featuring good press-book scene from Ted's current attraction DEEP IN MY HEART ... Good two column scene on the same pic on an off-theatre page.

Station C J O Y really went all out to co-operate with Ted, featuring selections from the pic, with good credits at every possible opportunity ... Have a letter from the station verifying this. Forget to mention that Rutledge's also put in an excellent window display for Ted.

I SAW still rolling merrily along ... A good two col. story, with pic of Ted at the helm, titled "Royal in Forefront as Modern Theatre ..." Good stuff Ted ... keep it comin'.

#### ALGOMA - SOO

A very colourful Martin and Lewis standee in front of the theatre to attract customers inside to see 3 RING CIRCUS ... Canada Foods put in a good display on their food counter ... Candy bar very smartly decorated to carry out the Valentine Day theme.

CAPITOL - MELLAND

Mort Grant, George's assistant stepped out this week and sold enough ads for an excellent half-page SUSAN SLEPT HERE co-op. Each merchant referred to the title in one way or another in his ad. The I SAW featured in the Tribune every day of the week.

The Tribune carrier boys distributed George's 2,000 monthly calendars along their routes ... Two good scenes, on off-theatre pages, on each of HER TWELVE MEN and SUSAN SLEPT HERE.

C H V C still kicking in plenty of free spots over their French and Hungarian hours, as well as their "Mystery Personality" program.

The entire theatre front was suitably, and tastefully decorated for the run of SUSAN.

ORPHEUM - SOO

Olga has a thousand bucks she's just itching to give away to some lucky Foto-Nite winner ... and made up a very smart display headed ... "Not Pennies From Heaven But a Pot of Gold ... etc." which she keeps on the street in front of the theatre ...

I see snap of a good window display, but Olga doesn't mention whose window ... Lots of free plugs over station C J I G, courtesy of her friend Don Ramsey.

VICTORY - TIMMINS

Glad to see you're back with us, Jack ... If you'd only stick around long enough, and not keep hop-skip-and-jumping all over the place, missing a week or two here and there, we might be able to force you into accepting one of our monthly prizes ... How about it?

Jack was playing HIGH & THE MIGHTY ... so what more natural than to have several thousand model planes made out of cardboard, sell one side to a local merchant, place his own ad on the other wing, and distribute them to all local schools? That's what he did ... and did the kids ever go for them? Cost negligible when split two ways.

Fast-talked the following merchants into including a pitch for his pic over their regular daily radio programs ... T.M. Palmer Jewellers ... Reward Shoe Stores ... Bette-Mars Dress Shoppe ... and a local cleaning firm.

Good window displays in advance of and during the run at Moisley & Ball Record Bar, and Eddy's Record Bar. Another good display of model planes with tie-in copy in local Toyland Shop ... duplicate display in his lobby a week in advance.

The band at Riverside Pavilion still featuring music from his attractions, with good credits. Empire Hotel played the music over their p.a. which is piped into the dining rooms and lobby.

## CENTURY - HAMILTON

I don't know if I mentioned it before, but the Studebaker Corp. was so pleased with the job Mel did on the visit of Jan Sterling to Hamilton, that they featured a photo of Miss Sterling, Mel and a new Studebaker on the cover of their national publication.

Mel's "Pick the Stars" contest still going strong in the Hamilton Review ... this week featuring a four column pic of Frank Sinatra and Doris Day from YOUNG AT HEART ... Two good four hundred line scenes in the Daily News on BLACK WIDOW.

Mel was playing "Calypso Cruise" as one of his CS shorts, got Jane Baker down to have a look at it, and wound up with a good story in the following day's News and Reviews column of the Spec. C K O C and C H M L both plugging the music from YOUNG AT HEART, with lots of theatre credits.

Gordie Tapps emcees a popular juve program called - "Collegiate" over C H C H, to which all students of local collegiates are invited. This week he featured music from Mel's attraction to which the youngsters danced. Good credits. More T.V. spots kicked in for free by George Wilson over his daily matinee shows on the same station.

Mel ran a "Manager for a Day" contest as an added incentive for his Satayem Famous Fun Festival which he runs in co-operation with the Spectator ... Lots of newspaper coverage on this one. The Spec boys are really hot on this deal, and provide all the prizes in addition to publicizing it in their pages every day of the week.

## PARAMOUNT - PETERBORO

During the week, the Examiner's search for the Seven Lucky Brides culminated in a terrific quarter page of the winners, complete with pictures and good story. Business Quiz still delivering a pretty healthy slice of advertising in return for a couple of prize ducats ... Cherney's came through again with a terrific ad headed "See the Picture at the Paramount - Buy Your Records at Cherney's ..."

One two-column and two one-column scenes on 7 BRIDES appeared in each of the Review and Lakefield News ... Art really did his 7 BRIDES deal up brown ... The winners were wined and dined, along with civic dignitaries, representatives of the Examiner etc., then a motorcade consisting of eight brand new G.M. cars, including a couple of Caddies, picked them up, drove them around town and deposited them in front of the Paramount where they were Art's guests. To the tune "Here Comes the Bride" they paraded into the theatre, by couples, were greeted by Art, escorted to the stage where they were awarded the prizes which had been previously promoted.

Art's SEVEN BRIDES campaign is one of the most thorough I have ever seen ... Nothing was forgotten ... it was well planned and well executed. How was business? Well, to put it mildly, without undue use of superlatives ... it was TERRIFIC.

PARAMOUNT - PETERBORO (cont'd.)

Thought I was finished with Art ... but I see another page full of carefully listed items ...

Cherney's have a giant revolving window in their store, facing the main drag ... So ... the window was loaded with all the material Art could lay his hands on, including record albums, sheet music etc. provided by the store ... It was an animated ad for the theatre, I think long.

This is a bit unusual ... the local travel agency, Tems is presently putting a series of travel films to local women's organizations ... Guess what? ... our Arthur had some clips made up which they attached to the ends of the reels, and every program they showed wound up with a plug for 7 BRIDES, theatre and dates. This showed to over 1000 women during the week.

Three local drug stores went for the Lustre Creme deal ... The front of the theatre was a mass of colour, with all the picture windows, front frames, marquee etc. literally loaded with accessories which Art just managed to scrounge from Chet Friedman.

As for radio coverage, there was plenty of that too ... C H R X ran the interview record with Howard Keel, and backed it with all of the music from the pic ... During the week they played twenty four selections, each tagged with good credits ... For Art's stage presentation, they provided their ace announcer who did the honours, taped the whole deal, then presented a full half hour program of the results. Not bad, eh?

I must have missed something along the line, but don't think I'm going through it all again. I think the above will give you some idea of the kind of a job our lads in Peterboro do when they set their minds to it ... and it looks like they had set their minds to it a long time ago, as this is the sort of selling job I get from them week after week. Art is quite proud of the fact that he hasn't missed a single week since he became a member of our BALLYHOO family. Same thing goes for Don Corrin, who is a most able assistant, and is in constant competition with Art as to who can come through with the neatest of the bestest ...

Congratulations fellows ... Art and Den. This is one swell job ... How's the next one comin'?

.x.x.x.x.x.

And so we reach the end of another issue of our BALLYHOO ... Lots more coming ... and what appears in them is naturally in direct ratio to what you send in. I can't do it for you.

The results of our January entries should be a lesson to one or two of you ... Hope you benefit from it. As for the rest ... all I can say, and I admit I'm repeating it ... is simply, KEEP BALLYHOONIN' ... and everybody'll be happy.